



Senior Project FRESH

Market Fresh Food





A Brief History of Senior Project FRESH/Market FRESH

- Started in Michigan in 2000 with 3 counties.
- As of 2016, all 83 counties are participating.
- Part of the USDA Farm Bill.
- Program was created to assist older adults (Aged 60 and better) to get more fruits and vegetables into their diets.
- A secondary effect in Michigan is putting more \$\$\$ in farmers pockets.
- The program gives ten, \$2.00 coupons to those 60 and older with a household income at or below 185% of poverty. Some counties purchase additional coupons to serve more people.



Market Master Responsibilities

The USDA considers anyone who manages the Senior Project FRESH/Market FRESH coupons for themselves, others, or both to be MARKET MASTERS.

Market Masters may represent a group of farmers, such as a market, or themselves exclusively, or both.

For this program, you do not need special training or a certification.



Market Master Responsibilities

- Educate all participating farmers and their employees on the program.
 - a. What foods are eligible
 - b. How to accept coupons
 - c. How to submit coupons for reimbursement
- Complete scheduled training as required. (First year: Conference call, Second year and thereafter: read the most recent Market Master Guidebook).
- Disseminate program materials, if any, to participating farmers.
- Assure that each participating farmer grows some of the produce s/he sells.
 - This means the farmer must have a plot of land that is designated for growing product to sell to consumers.



Market Master Responsibilities

- Assure that each participating farmer has locally grown unprocessed eligible products available for Senior Project FRESH/Market FRESH participants.
 - Locally grown means within the State of Michigan as well as bordering counties in Wisconsin, Ohio, and Indiana.
 - Only farmers that have at least one eligible item can be permitted to accept coupons.
- Permit coupons to be redeemed only for locally grown unprocessed eligible products, as defined by AASA according to federal guidelines. See list of eligible items.



Market Master Responsibilities



- Assure that each farmer accepts Senior Project FRESH/Market FRESH coupons within the date of their validity and submits the coupons to the Market Master for payment by November 17th, 2017.
- Maintain a list of farmers and their addresses and assign each farmer a unique identifying number and forward the list to the State Office- AASA.
 - Can be sent in with batch of coupons.
 - Early list can be submitted then can add/edit/delete names via email



Market Master Responsibilities

- Be accountable for actions of employees in the provision of locally grown, unprocessed eligible products to program participants.
- Collect and submit coupons accepted by those you represent. (Farmers at the market).
 - Need to submit with Batch Cover Sheet
 - Information sheet about how to send in coupons
- Agree to be monitored for compliance with program requirements.
 - Secret Shoppers will be visiting your stand/market and purchasing items.
 - They will not take up your time, they report directly back to AASA.



Market Master Responsibilities

- Assure that each farmer:
 - Offers program participants the same courtesies as other market customers.
 - Clearly posts the prices of all authorized products.
 - Does not charge sales tax on items purchased with coupons.
 - Does not give cash money back.
 - Does not give money for coupons.
 - Displays the prices of all products clearly.
 - Does not charge different prices based on status of customer.



Market Master Responsibilities

- Comply with the non-discrimination provisions of the USDA regulations.
- Notify AASA when/if the market ceases operation.
- Reimburse each farmer for properly redeemed coupons.



Market Master Paperwork with Farmers

- Market/Farmer Agreement

- A Market Farmer agreement is required between you as the market master and the farmers you represent. A template is available for you to use, or you can create your own, using the same language as the template.

- List of All Farmers You Represent

- The list should include the farmer's name and contact info. It needs to be sent in to the state office no later than November 17, 2017. You may send in a list and update via email.

- Assign Each Farmer a Number

- Assign each farmer you represent a number. This number will go on the coupons next to your market master number. This assigned farmer number may be the same as the WIC Project FRESH farmer number.
- .

Signs

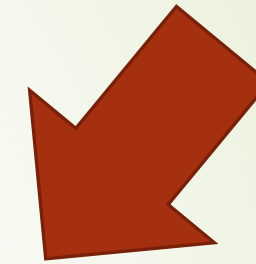
The signs are free- please email kings1@Michigan.gov to request them.

Each farmer you represent must have a sign indicating participation.

**SENIOR PROJECT
FRESH/MARKET FRESH
WELCOME HERE**

Front

➤ The sign is an 8 ½ x 11 laminated sheet.



The back has a list of eligible items as a reminder.

SENIOR PROJECT FRESH/MARKET FRESH ELIGIBLE ITEMS

Radishes	Rosemary
Squash	Epazote
Tomatoes	Sage
Artichoke-Cardoon	Garlic
Jerusalem Artichoke	Summer Savory
Shallots	Sorrel
Burdock	Lemon Balm
Chickory	Tarragon
Lovage	Lemon Grass
Blackberries	Barley Grass
Blueberries	Thyme
Cantaloupe	Fennel-Finocchio
Cherries	Parsley
Cranberries	Horseradish
Currants	Wheatberries
Elderberries	Saskatoon berries
Grapes	Honey, all kinds
Peaches	Plums
Pears	Raspberries

Back

Coupons

\$2		MICHIGAN DHHS AGING & ADULT SERVICES AGENCY SENIOR FARMERS NUTRITION PROGRAM MARKET FRESH 2017		\$2
This coupon is good for Michigan-grown, unprocessed products. May only be used at farmers markets and roadside stands displaying the sign "Senior Project FRESH/Market FRESH Welcome Here"				
MARKET MASTER NUMBER	FARMER NUMBER	Signature of Market FRESH participant/proxy		
001003	 <small>1234567890</small>	COUPON EXPIRES OCTOBER 31, 2017 Market Master must submit for payment by November 17, 2017		
No change is permitted Please see list of eligible items				

Enter your 3 digit market
master number here.

Enter the farmer number
here if applicable.



Coupons

\$2		MICHIGAN DHHS AGING & ADULT SERVICES AGENCY SENIOR FARMERS NUTRITION PROGRAM MARKET FRESH 2017		\$2
This coupon is good for Michigan-grown, unprocessed products. May only be used at farmers markets and roadside stands displaying the sign "Senior Project FRESH/Market FRESH Welcome Here"				
MARKET MASTER NUMBER	FARMER NUMBER	Signature of Market FRESH participant/proxy		
001003	 1234567890	COUPON EXPIRES OCTOBER 31, 2017 Market Master must submit for payment by November 17, 2017		
No change is permitted Please see list of eligible items				

Do not staple or deface coupon on the number or barcode.

Ask participant to sign, initial, or make their mark on the coupon. This is **IMPORTANT!!!** AASA reserves the right to not pay you for unsigned coupons.



Coupons

\$2		MICHIGAN DHHS AGING & ADULT SERVICES AGENCY SENIOR FARMERS NUTRITION PROGRAM MARKET FRESH 2017	\$2
This coupon is good for Michigan-grown, unprocessed products. May only be used at farmers markets and roadside stands displaying the sign "Senior Project FRESH/Market FRESH Welcome Here"			
MARKET MASTER NUMBER	FARMER NUMBER	Signature of Market FRESH participant/proxy	
001003	 <small>1234567890</small>	COUPON EXPIRES OCTOBER 31, 2017 Market Master must submit for payment by November 17, 2017	
No change is permitted Please see list of eligible items			

Do not give cash money as change. Offer additional produce or accept participant money to supplement the coupons.

Do not accept coupons after October 31st. Mail your coupons for reimbursement no later than November 17th.



Coupons

Reminders:

- The Senior Project FRESH coupon for 2017 is BRIGHT LIME GREEN. Only accept the BRIGHT LIME GREEN coupons with 2017 on them.
- The Senior coupons are different than the WIC coupons. Senior coupons are 1/3rd of an 8 ½ x 11 sheet of paper.
- Treat coupons like cash! If we can't read them or scan them, you won't get reimbursed for them.
- Coupons are given to eligible older adults by a lead agency in each county.



Who Gets Coupons

To be eligible for coupons, one must:

- Be 60 years of age or older
 - Be at 185% of poverty
 - And live in the county they are applying for coupon in.
-
- Coupons can be used at any market in any county that displays the sign "Senior Project FRESH/Market FRESH Welcome Here".
 - Qualified persons may have 1 or more proxies to help them with their shopping.
 - To locate the local agency that distributes coupons in your county, go to the website and download the document, "County Contacts".



This can be anything you want to help keep track of what you submitted.

**SENIOR PROJECT FRESH/MARKET FRESH 2017
BATCH COVER SHEET**

Market Name: «MarketName»
Payment to: «PayeeName»
Payee Number: «PayeeNo»
Payment Address: «PayeeAdd1»
Payment City: «PayeeCity» Payment Zip: «PayeeZip»

FOR STAFF USE ONLY

Scanned _____
Number of Coupons Scanned _____
Hand Count _____
Number of Coupons Counted _____
Date _____ Initials _____

BATCH NUMBER: _____ MARKET MASTER NUMBER: «MMNumber»

Total Number of Coupons: _____

Total Dollar Amount Expected: _____

Signature of Market Master

I hereby certify that the coupons represented herein have been properly exchanged for authorized products only.

Don't forget to sign it!

Mail sheet and all coupons to:

Senior Project FRESH/Market FRESH
Aging and Adult Services Agency
333 South Grand Ave. 4th Floor
Lansing MI 48933

This document may be copied as often as necessary.

Enter the number of coupons you are submitting

This number will be on the sheet

Multiply the number of coupons by 2 and enter

Other Important Information

- If a violation is discovered, you will be notified by US Mail or a phone call. You will have the opportunity to create a corrective action plan to begin meeting the standards. If your plan puts you back in compliance, you will continue to be eligible to accept coupons. If you do not become compliant, you will be taken off the registered list and will not be reimbursed for coupons.
- This process is detailed in the Market Master Guidebook.

Senior Project FRESH/Market FRESH

Benefits of Accepting Senior Project FRESH/Market FRESH Coupons:

- Get new clients into your market. Many older adults will bring adult children and grandchildren with them.
- You will get the full \$2.00 reimbursement for each coupon you send in.
- You are helping older adults get some much-needed fresh food.
- We allow proxies, so you may be serving more people than actually come to your market or roadside stand.



Thank you!

For more information:

Sherri King Kings1@Michigan.gov

<http://www.Michigan.gov/marketfresh>

